Ruslan Kreymer I UX designer

I design an experience that inspires, solves problems and becomes an essential part of human life.

kreymers.com
ruslan.kreymer@gmail.com

Nov 2019 – Present

Founder, Product Designer

HeroPractice I The Hague, the Netherlands

— HeroPractice is a simplest digital platform for individuals to manage clients. Have been driving product from ideation to implemetation.

May 2020 – Present

Co-Founder, UX Designer

Product Book Club I Amsterdam, the Netherlands

— Product Book Club is a service for people to discuss product-related books. I have been driving product design.

Apr 2019 – Present

UX Designer

Philips I Amsterdam, the Netherlands

— Driving redesign and conversion optimization of the Philips website. Defining UX around the digital experience of Philips products.

Oct 2015 – Mar 2019

UX Designer

Booking.com I Amsterdam, the Netherlands

— Designing landing and registration experience for property owners and hoteliers resulting in 500K new properties worldwide in 2017 (+30% growth).

— Designed referral programs, travel guides, contributed to Booking design system.

Oct 2013 – Oct 2015

UX Consultant

Eindhoven University of Technology I Eindhoven, the Netherlands

— In collaboration with European Union, Philips Lighting, StudyPortals, Dutch National Traffic Center completed 5 UX research projects and presented solutions to the stakeholders.

Feb 2013 – Sep 2013

Interaction Designer

Doctor Web I St. Petersburg, Russia

— Developed a new version of the antivirus browser extension Dr.Web Link Checker (Chrome, Firefox, Safari, and Opera) with more than 150K users.

— Designed new version of Dr.Web antivirus application (Android, 700K users).

Jan 2011 – Sep 2013

Product Designer, Co-Founder

Goodroads.ru I St. Petersburg, Russia

— Designed a geoinformation system for auto drivers that measures road quality using a mobile device. With more than 1000 users collected more than 20 000 km of data about road surface quality in Russia, Europe and US. Noticed by such companies as Yandex and Google.

Jul 2010 – Jan 2013

Creative Developer

Digital Design & Docsvision I St. Petersburg, Russia

Expertise

Product design

Visual design

Interface design

Interactive prototyping

HTML & CSS

Javascript

React.js

Node.js

Wireframing

User research

Presentation

Usability testing

Data analysis

Tools

Notebook & pen, Whiteboard, Sketch, Sublime, Git, Adobe Photoshop, Adobe After Effects, Invision

Education

Human-Computer Interaction
Professional Doctorate
Eindhoven University of Technology

Computer Science
Master
St. Petersburg Institute of Technology

Awards

Opera Startup Awards
Goodroads I 2011

Start UP Sauna Awards
Goodroads I 2011